

Quarterly Responsive Programming Report

KVOA Communications, Inc.

KVOA-TV Tucson, Arizona

July 1, 1999 through September 30, 1999

The following is a list of the programs broadcast during the period of July 1, 1999 through September 30, 1999 which have provided KVOA-TV's most significant treatment of community issues as indicated by community leaders throughout the area. The responsive broadcasts listed are exclusive of NBC Television Network News and Public Affairs Programs and Public Service Announcements which may deal with these problems on a national basis.

<u>PROGRAM</u>	<u>DATE & TIME</u>	<u>PARTICIPANTS</u>	<u>SUMMARY OF DISCUSSION</u>
<u>Crime</u> - There is a strong concern about the high rate of violent crime, rape, drug related crime, theft, home burglaries, and adequate police protection.			
Impact	Local PA 7/11 10:30-11AM 28 Min.	William Bonanno, Writer	A discussion of his book on his father, reputed mafia leader, and the mob's influence on elections.
	Local PA 7/25 10:30-11AM 28 Min.	Laurie Ojen, Southern Arizona Governor's DUI Task Force, Sgt. Slechta, DPS, Ofc. Carlos Valdez TPD, Bruce Chalk, Pima County Attorney's Office.	A discussion of the Task Force's efforts to lobby the legislature to get stricter laws for drunk drivers.
	Local PA 8/8 11:30-12N 12 Min.	Able Morado, Principal Santa Rita Suzanne Ashby, Principal Rincon	A discussion of the recent incident at Columbine High School and these school's safety plans.
	Local PA 8/15 10:30-11AM 14 Min.	Norma Mackenzie, Exec. Dir. Tucson Center for Women & Children	A discussion of the Center's programs for women and children leaving abusive situations.

Crime (Continued)

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Eyewitness News Interview

Local PA 8/1
11-11:30AM 28 Min.

Bill Bonano, Author

A discussion of the impact of the Mafia on historical events, its development and its current diminishing influence.

Local PA 8/22
5:30-6AM 14 Min.

George Miller, Mayor, Collier Hill, Ass't. Police Chief TPD, Glenn Howell, Director Arizona Hate Crime Advisory Board

A discussion of hate crimes in Tucson and in the school systems and the educational programs the Board is doing for the school systems and the general public.

Save Our Streets

Syn. PA, Sun.
3:30-4PM 22 Min.
Preempted 7/4, 8/23

Various

A weekly half-hour program dealing with crime prevention in an ever changing world.

SOS In America (Eff. 10/3/99)

Extra
Syn. PA, 7/27
11:35-12:05AM 4 Min.

Various

A segment on road rage.

Syn. PA 9/12
4-5PM 4 Min.

Various

A segment on school violence.

Syn. PA 9/26
4-5PM 4 Min.

Various

A segment on charity rip-offs.

PSAs

Arizona Violence Prevention
Local PSA:30 seconds ran 28 times July – September.
Childhelp USA
Local PSA:30 seconds ran 32 times July – September.

Tucson Police Dept.
Local PSA :30/:05 seconds ran 52 times July – September.
Adult Protective Services
Local PSA :30 seconds ran 3 times July – September.

Economy – A concern about the local economy, taxes, cost of living, salaries, the effect of the tighter budgets on charities, and the national debt.

Impact
Local PA 9/5
10:30-11AM 14 Min.
Ignacio Barraza, City Administrator
Jammel Simson, Vice Mayor City
of Nogales.
A discussion of Nogales' economic efforts to grow through expanding activities south of the border.

Economy (Continued)

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	Local PA, 9/12 10:30-11AM 14 Min.	Nancy Gerald, Marcella Schanep, American Red Cross	A discussion of the economic recovery activities of the Red Cross following disasters.
Eyewitness News Interview	Local PA 7/25 10-10:30AM 9 Min.	Eugenia Bos-Isaac, Bureau of the Census	A discussion of the economic importance of a correct census count on the country's tax base.
	Local PA, 9/5 10-10:30AM 7Min.	Ken Foster, Director of U of A Presents	A discussion of the economic impact of the Arts on the City of Tucson.
The Wall Street Journal Report	Syn. PA, Sat/Sun Various 22 Min.	Various	A weekly business show produced by the Wall Street Journal.
Bloomberg Morning News	Syn. PA, M-F 5-5:30AM, 4:30-5AM effective 9/7	Various	A daily syndicated business program.
<u>PSAs</u>			
Better Business Bureau	Local PSA :15 seconds ran 7 times July – September.		
US Department of Treasury	Local PSA :30/:60 seconds ran 8 times July – September.		
<u>Education</u> - A concern about the school programs, teacher compensation, redistricting, school administration, bi-lingual education, magnet schools, ethnic balances and the general quality of education.			
Impact	Local PA, 7/18 10:30-11AM 28 Min.	George Gunmerman, Ph.D., Director of Arizona State Museum	A discussion of the Museum which is known worldwide for research and its educational programs.
	Local PA, 8/8 11:30AM-12N. 12 Min.	Abel Morado, Principal Santa Rita H. S., Suzanne Ashby, Principal, Rincon H. S.	A discussion of these school's programs to educate parents and students about their safety and security policies.

Education (Continued)

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	Local PA, 8/15 10:30-11AM 14 Min.	Lupita Teran, Cecilia Martinez, League of Mexican-American Women.	A discussion of the League's Scholarship program for minority students.
Eyewitness News Interview	Local PA 7/11 10-10:30AM 28 Min	Given Harvey, Education Director Arizona Historical Society	A discussion of a living history summer series and children's history camp starting this summer.
Boys & Girls Club Epilepsy Out Reach Found Pets Live Theatre Workshop Parent Connection Safari Club International Tucson Arts District Tucson Center for Women and Children Tucson Museum of Art University of Arizona YMCA Nat'l. Spa & Pool Inst. Humane Society Sunsounds Tucson Botanical Gardens St. Demetrios Greek Church Brewster Center for Domestic Violence Tucson Veterinarian Assoc.	Local PA 8/22 5:30-6AM 14 Min.	Glenn Howell, Ass't. Chief TPD TUSD Safety Officer	A discussion of a coordinated security program between TPD and TUSD for the area's school system.
	Local PSA :10/:30/100 seconds ran 26 times between July and September. Local PSA :10 seconds ran 1 time between July and September. Local PSA: 30 seconds ran 28 times between July and September. Local PSA :30 seconds ran 5 times between July and September. Local PSA :10 seconds ran 55 times between July and September. Local PSA :30 seconds ran 2 times between July and September. Local PSA :30 seconds ran 18 times between July and September.		
	Local PSA :30 seconds ran 57 times between July and September. Local PSA :30 seconds ran 13 times between July and September. Local PSA :30/:20 seconds ran 46 times between July and September. Local PSA :30 seconds ran 12 times between July and September. Local PSA :30 seconds ran 7 times between July and September. Local PSA:30 seconds ran 19 times between July and September. Local PSA :30/:10 seconds ran 12 times between July and September. Local PSA :10/:30 seconds ran 16 times between July and September. Local PSA:30 seconds ran 12 times between July and September.		
	Local PSA :15 seconds ran 4 times between July and September. Local PSA :30 seconds ran 2 times between July and September.		

Education (Continued)

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US Environmental

Hotline
Nat'l. Safekid Campaign
AARP
Arizona Theatre Co.
Dick Tomey Pony Express
Rex Allen Days
Local PSA :15/:30/:60 seconds ran 5 times between July and September.
Local PSA :60 seconds ran 8 times between July and September.
Local PSA :30 seconds ran 6 times between July and September.
Local PSA :10/:30 seconds ran 14 times between July and September.
Local PSA :30 seconds ran 7 times between July and September.
Local PSA :30 seconds ran 11 times between July and September.

Employment - A concern about unemployment, new job opportunities, attracting new industries to Tucson, wages and employment practices.

Impact
Local PA 9/19
10:30-11AM 14 Min.
Lorraine Lee, Exec. Director
Chicanos Por La Causa
A discussion of La Causa's training program instructing people over 5 in the use of computers and their job bank program.

Eyewitness News Interview
Local PA 7/29
10-10:30AM 9 Min.
Eugenia Bas-Isaac, Bureau of
of the Census
A discussion of the Census Bureau's need to hire 2000 workers and managers for next census

"First Jobs"
Local PA 7/27
10-10:35PM 3 Min.
Eyewitness News Department
A special segment on when is a good time for teens to get their first job.

PSAs

Job Corps
Linkages
Desert Survivors
Local PSA :1:00 seconds ran 28 times between July and September.
Local PSA :15/:30 seconds ran 71 times between July and September.
Local PSA :30 seconds ran 92 times between July and September.

Environment – A concern about the general quality of life, protecting the desert, preserving clean air, disposal of toxic elements and water quality.

Impact
Local PA 8/1
10:30-11AM 7 Min.
Sandra Rosenbloom, Ph.D.
Director of Drachman Inst.
A discussion of a study the Institute is doing on driving habits and their effect on environment.

Eyewitness News Interview
Local PA 8/15
11-11:30AM 28 Min.
Sharon Urban, Public
Archeologist Arizona State
Museum
A discussion of the techniques available to protect archeological sites from erosion, vandalism and environmental destruction.

Environment (Continued)

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“Saving Saguaros” Local PA, 8/2 Eyewitness News Department A special report on preserving, saving and trans-planting Southern Arizona’s cactus.

“La Cienegas” Local PA, 9/23 Eyewitness News Department A special report on plans to designate La Cienegas a National Conservation area.

PSAs

The Nature Conservancy Local PSA :20/:30 seconds ran 23 times between July and September.
 Biosphere Local PSA :30 seconds ran 27 times between July and September.
 Habitat for Humanity Local PSA :30 seconds ran 24 times between July and September.
 Nature Conservancy Local PSA :20/:30 seconds ran 7 times between July and September.
 Pima County DEQ Local PSA :30 seconds ran 22 times between July and September.
 Tucson Clean & Beautiful Local PSA :30 seconds ran 22 times between July and September.
 Tucson Zoological Society Local PSA :30 seconds ran 120 times between July and September.
 City of Tucson Solid Waste Management Local PSA :30 seconds ran 21 times between July and September.
 USDA/APHIS Local PSA

Government – A concern about the local government, elected/appointed officials its size, its growth, the conflict between city and county government and the federal government’s size, efficiency and growth.

Eyewitness News Interview Local PA 7/25 Eugenia Bas-Isaac, Bureau of the A discussion of the U. S. Government’s debate over Sampling and counting techniques for the 2000 Census.

Decision 1999 Local PA, 9/5 Various A live debate between the Democratic primary candidates for Mayor.

PSAs

State of Arizona Local PSA :30/:1:00 seconds ran 32 times between July and September.
 Army National Guard Local PSA :30/1:00 seconds ran 21 times between July and September.
 City of Tucson Local PSA :30 seconds ran 9 times between July and September.

Growth - A concern about the continuing growth of the Tucson area, controversy of growth vs no growth, planning for growth and the functions of the City Planning and Zoning Department. Also the controversy over what types of industry we should be seeking.

Impact

Local PA, 9/19 10:30-11AM 14 Min.	Lorraine Lee, Vice President Neomi Navarro, Chicanos Por La Causa	A discussion of La Causa's own construction company which builds low income housing in South Tucson and the barrios.
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Eyewitness News Interview

Local PA, 9/26 2-2:30 PM 14 Min.	Lorraine Lee, Vice President Chicanos Por La Causa	A discussion of La Causa's in-fill construction program which helps alleviate urban sprawl.
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PSAs

Community Cruisers Pio Decimo Center Ad Council Tucson Firefighters United Way Boy Scouts of America	Local PSA :15/:30 seconds ran 9 times between July and September. Local PSA :20 seconds ran 35 times between July and September. Local PSA :30 seconds ran 10 times between July and September. Local PSA :30 seconds ran 10 times between July and September. Local PSA :30 seconds ran 4 times between July and September. Local PSA :30 seconds ran 2 times between July and September.
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Health – A concern about the cost of healthcare, a desire for information on the newer techniques, preventive measures that are available and personal fitness.

Impact

Local PA, 8/8 11:30-12N 5 Min.	Kathy Jo Johnson, Health Services Director, TUSD	A discussion of the District's immunization program for students.
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Local PA 9/19 11-11:30AM 28 Min.	Tryshe Dheveney, Director Coming To	A discussion of the "Coming To" program which is a recovery program for young people with drug and alcohol addictions.
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Eyewitness News Interview

Local PA 7/18 11-11:30AM 28 Min.	Dr. Nancy Silvis, Dermatologist, UMC	A discussion of skin cancer, sun screens, tanning parlors and the importance of self examination.
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Health (Continued)

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	Local PA 9/12 11-11:30AM 28 Min.	Judith Bauersfield, Exec. Director, Make A Wish Foundation, James Wright Volunteer	A discussion of the Foundation's program that makes wishes come true for children with life threatening illnesses.
	Local PA 9/26 2:30-3PM 28 Min.	Mark Clark, CEO, Diana Whitman, Development Director CODAC	A discussion of CODAC's mental health and and substance abuse programs.
Dr. Dean Edell	Syn. PA M-F 5:30-7AM 2 Min./day	Various	A daily two minute health report.
Medical check/Four Your Health	Local PA, M-F 5-5:30PM 1:30/day	Eyewitness News Department	A daily report on various health topics produced by the Eyewitness News Department.
"Water Babies"	Local PA 7/26 10-10:35PM 3Min.	Eyewitness News Department	A special report on teaching babies to swim.
Extra	Syn. PA 7/4 4-5PM 4 Min.	Various	A segment on the health benefits of magnets.
	Syn. PA 7/13 11:35-12:05AM 4 Min.	Various	A segment on the significant increase in multiple births.
	Syn. PA 8/6 11:35-12:05AM 4 Min	Various	A segment on exercise programs for overweight people..
	Syn. PA 9/7 11:30-12:05AM 4 Min.	Various	A segment on teenage plastic surgery.

PSAs

American Academy of
Dermatology
Easter Seals
United Cerebral Palsy

Local PSA :10/:20/:30 seconds ran 22 times between July and September.
Local PSA :30 seconds ran 15 times between July and September.
Local PSA :30 seconds ran 37 times between July and September.

Ad Council
Steele Memorial Children
Center for Substance Abuse
Treatment
American Cancer Society
American Heart Assoc.
Southern Arizona Aids
Foundation
Compass Healthcare

Local PSA :30 seconds ran 1 time between July and September.
Local PSA :30 seconds ran 35 times between July and September.
Local PSA :30 seconds ran 5 times between July and September.
Local PSA: 30/:15 seconds ran 6 times between July and September.
Local PSA :30 seconds ran 1 time between July and September.
Local PSA :20/:30 seconds ran 6 times between July and September.
Local PSA :30 seconds ran 8 times between July and September.

Transportation - A concern about Tucson's continuing transportation problems, cross-town expressways, traffic flow control, road maintenance, widening of specific roads, future planning and mass transit.

Impact	Local PA 8/1 10:30-11AM 21 Min.	Sandra Rosenbloom Ph.D Director Drachman Institute	A discussion of a transportation survey the institute is doing on the driving habits of older people.
Eyewitness News Interview	Local PA 9/26 2-2:30PM 14 Min.	Frank Ballesteros, CEO, Project PEPP	A discussion of Project PEPP's program that funds transportation systems in rural communities.

PSAs

Dept. of Transportation	Local PSA :30 seconds ran 14 times between July and September.		
<u>Water</u> - Since Tucson is a desert community that is still dependent upon ground water, there is a concern about future supplies, the Central Arizona Project, conservation and effluent use including the future use of CAP water, customer service, effluent use in recreational areas, water conservation confidence in the Tucson Water Department.			
Impact	Local PA, 9/12 10:30-11AM 14 Min.	Marie Peachtree, Deputy Director, Tucson Water	A discussion of the recent rise in radon and arsenic levels in the City's wells, new EPA standards and the possible use of blended CAP water if a crisis arises.

Eyewitness News Interview Local PA 9/12
10-10:30AM 28 Min.

Mark Stratton, Metro Water District, Alan Forrest, Pres. Community Water Co. of Green Valley, Marie Peachtree Director, Tucson Water	A discussion between the three major water companies serving greater Tucson about new EPA water regulations and their ability to test and enforce the rules.
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Tucson Water Local PSA :30 seconds ran 27 times between July and September.

PROGRAM DESCRIPTIONS

Impact A weekly half-hour public affairs show scheduled at various times Saturday/Sunday produced by the KVOA-TV news department featuring interviews with government and community leaders on topical issues.

Eyewitness News Interview A weekly half-hour public affairs show scheduled at various times Saturday/Sunday produced by the KVOA-TV news department utilizing the interview format that deals in-depth with lead local stories.

The Wall Street Journal Report A weekly half-hour business and economic show produced by Dow Jones and Company. Scheduled Sat/Sun various times.

Bloomberg Morning News A daily syndicated business report produced by Bloomberg Television. Scheduled Mon – Fri. 5-5:30AM, 4:30-5AM effective 9/7/99

Eyewitness News Regularly scheduled M-F 6-7AM, 7:25-7:30AM, 8:25-8:30AM, 12-12:30PM, 5-5:30PM, 6-6:30PM, 10-10:35PM, Sat. 7-7:30AM Sat. 5:30-6PM, 10-10:30PM, Sun. 5:30-6PM, 10-10:30PM traditional news, weather, sports presentation. Locally produced by KVOA-TV news.

Dr. Dean Edell (Mon-Fri) two minute health insert on various health topics.
Scheduled 6-7AM

PROGRAM DESCRIPTIONS (Continued)
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Save Our Streets/
SOS in America
(Eff. 10/3)

A weekly syndicated half hour show dealing with crime issues.
Scheduled Saturday, Sunday various times.

Extra

A syndicated daily half-hour show dealing with various topics. Scheduled
M-F 11:35PM-12:05AM. Also a one-hour weekend show scheduled Sat/Sun
at various times.